



CITY OF FRESNO BUS RAPID TRANSIT

Department of Transportation
Fresno Area Express

VOL. 1, NO. 1 — APRIL 2013

YOUR Q JOURNEY BEGINS IN 2015

Bus rapid transit – reliable, frequent and convenient service

Fresnans will soon have an enhanced way to travel with Q, the city's new bus rapid transit system expected to be in service in 2015.

The name chosen heralds its claim to quick, quality public transport.

With operational and technological advancements, Q will provide improved service reliability and travel time. The system is also designed to reduce traffic congestion, increase mobility and improve air quality, which will greatly benefit our community.

Q will run from River Park Shopping Center in the north along Blackstone Avenue to Downtown. From Van Ness Avenue, it will continue on Ventura Avenue and Kings Canyon Road to the

southeast part of the city.

"Bus rapid transit is a proven worldwide solution that provides faster, more efficient and more reliable transit service than a traditional bus line," said John Downs, FAX Planning Division Manager.

At a cost of \$48.2 million, bus rapid transit is significantly lower in cost than rail options and can be implemented more quickly, according to the 2008 Bus Rapid Transit Master Plan by the Fresno Council of Governments.

The project will be funded by \$38.6 million in federal funds, accounting

"Your Q Journey" continued on Page 3



Director's Message

The Bus Rapid Transit (BRT) system currently being designed by FAX is the most exciting development in public transportation during my tenure as director.

The quality and reliability of the new service will be exceptional. Referred to as light rail on wheels, the new 60 foot, articulated buses will be comfortable, fashionable, safe and fun to ride.

The new bus stations will be an upgrade in function and appearance, as well as an iconic addition to neighborhoods throughout the route. They will also host a number of technology developments, like real-time information and automated fare collection machines. The station's public art component will capture the diversity of our ridership and our dynamic community.

Our Q newsletter will provide updates on the project and information on how the new system can enhance your transportation needs.

Ken Hamm,
Department of Transportation



KEEPING RESIDENTS IN THE KNOW

Plans for the new bus rapid transit system Q are now under way, and the City of Fresno wants to keep its residents informed about this exciting major capital improvement project as it unfolds through 2015 when the system will be up and running.

To accomplish that, FAX is implementing a public outreach program to help ensure that the community knows about the latest developments and to provide opportunities for feedback.

"Public awareness and input is important at this phase because of the project's scale and the benefits it will have on the community, especially passengers, owners of property and the businesses along the corridor," said Ken Hamm, Director of Transportation for the City of Fresno.

Outreach efforts will target schools, public agencies, the business community, potential new commuters, community-based organizations and public officials.

Community forums and presentations will be held over the next six months. Other informational activities include educational materials, business outreach, newsletters and media outreach.

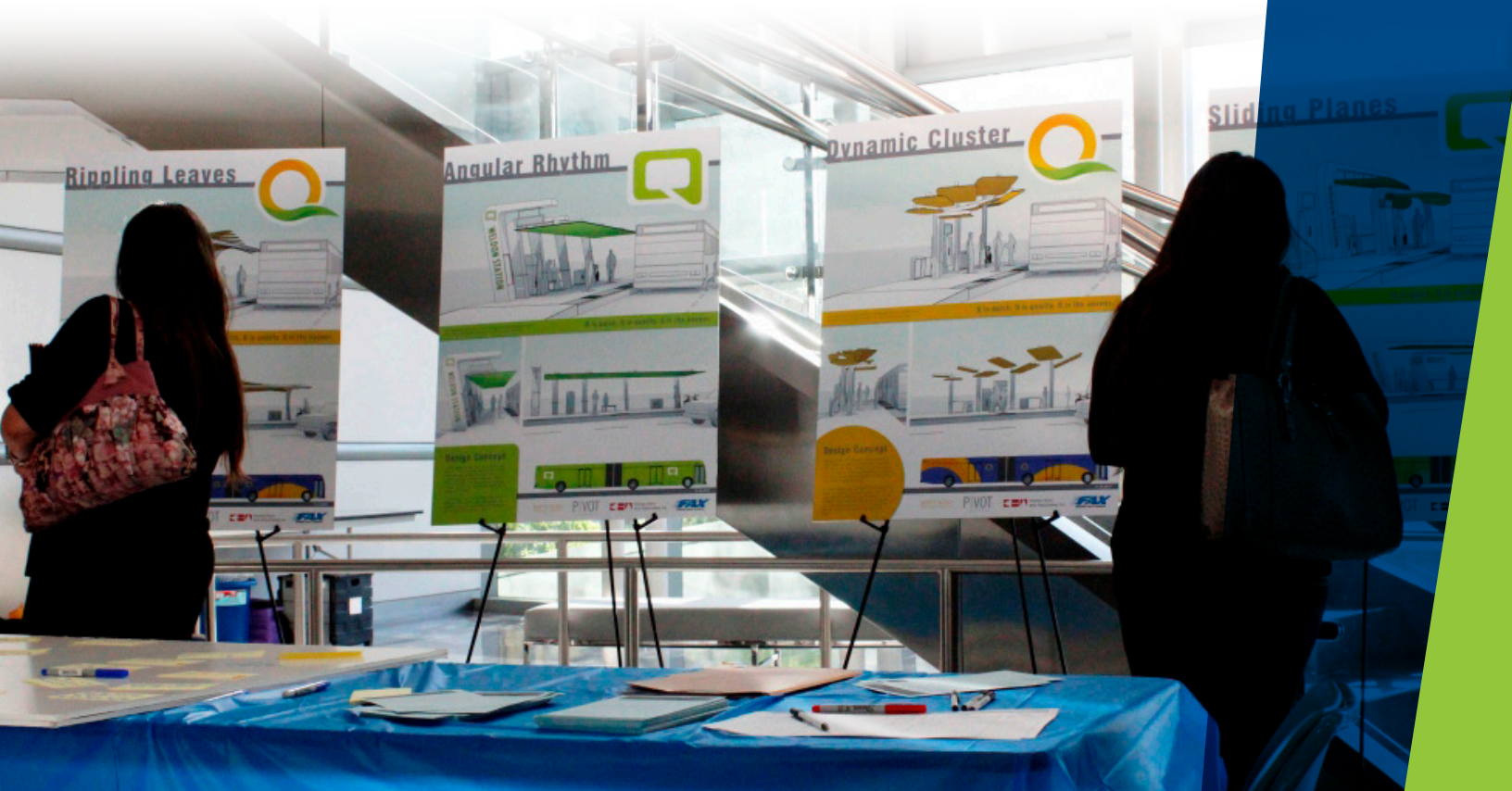
"These various activities are the best method of providing complete information and timely public notice of the project's developments. They

are also the best way to ensure that community concerns and questions are addressed," Hamm added.

"Public awareness and input is important at this phase because of the project's scale and the benefits it will have on the community, especially passengers..."



You can take a simulated "ride" by viewing the bus rapid transit video at the FAX web site:
<http://www.fresno.gov/DiscoverFresno/PublicTransportation/Plans/BRT.htm>



YOUR Q JOURNEY

Continued From Page 1

for 80 percent of the total project cost. Additional funding of \$9.6 million will come from state funds, primarily Proposition 1B bonds approved by voters in 2006.

Bus rapid transit systems

are being used around the world to provide low-cost, high quality transit services to help people move quickly and reliably. Cities like Los Angeles, Reno and Eugene are just a few across the country that have invested dollars in similar systems to provide transportation

alternatives that accommodate the mobility needs of their growing populations.

Design of Q is now under way, with construction slated to start in early 2014.

Look for the launch of Q in the fall of 2015!

GET INVOLVED AND LEARN MORE

Schedule a presentation



A lot of work goes into building a state-of-the-art transportation system like the Q bus rapid transit.

We want to keep you informed about our latest efforts and how Q activities will benefit you. That is why we are inviting residents to attend presentations for community groups and public agencies to learn more.

Public events to present preliminary station designs for the Blackstone/Ventura/Kings Canyon corridor and the new bus logo were held at Fresno City Hall, Fresno City College and the River Park Shopping Center from November 2012 through January 2013. Community members offered feedback at these events.



Find out about Q and what it means for you. To arrange a presentation for your organization or neighborhood, contact The Rios Company:

info@theriosco.com

(559) 485-1320

THE ROLE OF PUBLIC ART AT Q STATIONS

Functionally integrated public art will play an important role in enhancing the design of up to 51 new stations along the Q corridor.

The FAX Bus Rapid Transit Public Art Project will connect the Q stations to the corridor's adjacent communities through art that relates in form or substance to cultures, people or history.

The City of Fresno will release a Request for Qualifications (RFQ) for Art Services in May.

For more information about the public art project, artists/teams may contact Lilia Chavez, executive director of the Fresno Arts Council, at www.fresnoartscouncil.org or (559) 237-9734.

INTRODUCING Q - OUR NEW NAME AND LOGO

Fresno residents took part in naming the City's new bus rapid transit system: Q. The name reflects the system's primary features:



- *Quality transportation for all*
- *Q provides a quick, stylish and easy transportation option*
- *Q is an enhanced bus service providing quick service and upgraded amenities.*

Q is quick. Q is quality. Q is the answer.

WHY THE BLACKSTONE/VENTURA/ KINGS CANYON CORRIDOR?

In 2010, the Fresno City Council selected the Blackstone / Ventura / Kings Canyon corridor because it is a very high ridership corridor – about 7,200 boardings per day – and serves the South East Growth Area (SEGA) which is projected to gain 55,000 residents by 2025.

The Blackstone / Ventura / Kings Canyon corridor also connects key sections of the city, allowing for greater mobility and access to various city centers.

“The Q route connects downtown Fresno with commercial, educational and medical centers of north Fresno. It supports the Fulton Mall and year round events at the Fresno Fairgrounds,” said Ken Hamm, Director of Transportation for the City of Fresno.

Hamm also noted that Q will connect to future high-speed rail service that is now being planned.

“The Q project plays a key role in Fresno’s future as a major center for the economic vitality of the Central Valley and California,” he said.



View the Q System Map on the FAX web site:
[http://www.fresno.gov/DiscoverFresno/
PublicTransportation/Plans/BRT.htm](http://www.fresno.gov/DiscoverFresno/PublicTransportation/Plans/BRT.htm)



For more information:

FAX and Q: (559) 621-RIDE
or <http://www.fresno.gov/fax>

City of Fresno

Department of Transportation

John Downs, Planning Division Manager
(559) 621-1502

For a Q presentation:

Organizations interested
in a presentation about Q
can contact:

The Rios Company
(559) 485-1320
info@theriosco.com

WHAT IS THE Q?

Bus rapid transit enhances FAX system

Fresno’s bus rapid transit, Q, will enhance our existing public transit system, Fresno Area Express (FAX). It is an innovative, high-capacity, low-cost public transportation solution that uses articulated buses on roadways to efficiently transport passengers.



Q will run from River Park Shopping Center in the north along Blackstone Avenue to Downtown. From Van Ness Avenue, it will continue on Ventura Avenue and Kings Canyon Road to the southeast part of the city.



Q will feature up to 51 new shelter stations spaced about a half mile apart to provide frequent service.



Buses will arrive as often as every 10 minutes during peak commute times, eliminating the need to consult a written schedule.



Buses will have priority at traffic signals using technology that reduces traffic delays at intersections by extending the green light or shortening the red light.



Business Access/Transit lanes – dedicated lanes for Q buses and vehicles turning right – are being considered along a portion of Ventura Avenue and Kings Canyon Road.



Designed to provide a greater level of comfort and convenience for passengers, the modern buses will include level boarding from raised passenger platforms for improved access.



Bicycles can be transported inside the bus.



Enhanced stations will offer real-time transit information, lighting, ticket vending machines, canopies for protection from the elements and electronic displays.



Passengers will pay the same fare as a regular FAX bus.